

The Time is Now...

Critical Resources: Time, People, and Money

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Time



- Develop a strategic plan
 - Align the plan with a strategic calendar
 - Include purposeful board meetings
- Set long and short term goals

People



- Market and Communicate (NON-STOP)
 - Define who you are. Do not allow outside parties to do so.
- You need:
 - Students
 - Volunteers
 - Community partners
 - Future board members
- Visit other high performing charter schools!

You have 60 seconds!

<https://www.online-stopwatch.com/countdown-timer/>





CREATE AN ELEVATOR SPEECH FOR YOUR SCHOOL

1

30-60
Seconds

Design your speech to be around 30-60 seconds, or the equivalent time of taking an elevator ride. Sixty seconds is about 125 - 150 words for the average English speaker.

2

Describe
Benefits

Explain what students derive from attending your school. Share what benefits graduates have because of the education at your institution. Describe one or two.

3

Identify
Distinctives

Identify two things that your school does better than others. Share those unique qualities of your institution that are distinctive to you and only you.

4

Provide
Proof

Back up your claims with proof. Include a statistics, quotes, or other data points that prove your stated benefits and distinctives.

5

Call to
Action

Invite your listener to engage in a next step. Offer a business card, a follow-up call, an introduction to someone within the organization.

6

Make it
Individual

Be sure that everyone in your organization understands the elevator speech and can articulate it in their own way.

Money

- School can be funded near the beginning of the 2020 Fiscal Year
 - Must have Certificate of Occupancy for Education on file in OCS
- Fundraise
 - Case – Why?
 - Constituents – Who?
 - Catalysts – Fundraising Team?
- Long-Term Financial Planning
 - Avoid an overwhelming lease/loan just to open the school.
 - Facility contingency plans
 - Over 95% of closed NC Charter schools are the result of poorly managed finances.



PLEASE Remember...

Murphy's Law

*"If anything
can go wrong,
it will"*

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- Adhere to US law, NC law, SBE policies, your bylaws, and your adopted policies.
- Your application **IS** your implementation plan plus any approved amendments that you have requested or have been requested by OCS.

NON-NEGOTIABLE: Integrity Towards Your Program



Have the courage to say no.
Have the courage to face the truth.
Do the right thing because
it is right. 
These are the magic keys to living
your life with integrity.

~ W Clement Stone

Trust, but Verify...

The Fraud Triangle

Rationalization

Justification of dishonest actions.

FRAUD

Opportunity

Ability to carry out misappropriation of cash or organizational assets.

Pressure

Motivation or incentive to commit fraud.



Did You Know?

G.S. 115C-218.45 is amended by adding a new subsection to read:

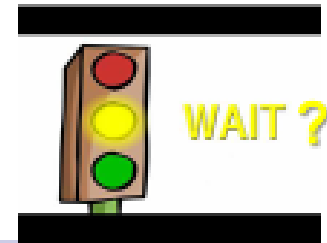
- "(d1) **A student who is not a domiciliary of the State shall be permitted to register to enroll in a charter school or participate in a lottery for admission to a charter school within the State by remote means, including electronic means, prior to commencement of the student's residency in the State if all of the following apply:**
 - (1) A parent or legal guardian is on **active military duty** and is **transferred or pending transfer** pursuant to an official military order to a military installation or reservation in the State.
 - (2) **Upon request by the charter school** where the student seeks to register to enroll or participate in a lottery for admission, a parent or legal guardian **provides a copy of the official military order** transferring to a military installation or reservation located in the State.
 - (3) A **parent or legal guardian completes and submits the charter school's required enrollment forms and documentation**, except that proof of residency and documentation related to disciplinary actions pursuant to subsection (i) of this section shall not be required until the student transfers into the State, at which time they shall be required prior to commencing attendance.
- A charter school shall **make available** to a student who registers to enroll or who participates in a lottery pursuant to this subsection the **same opportunities available to a student enrolled or participating in a lottery contemporaneously with domicilia in the State**, such as registering for courses and applying for programs that require additional request or application. A student enrolled pursuant to this subsection may not attend the charter school until proof of residency is provided in accordance with the requirements of the charter school. Nothing in this subsection shall be construed to curtail a charter school's authority pursuant to subsection (i) of this section."

Ready to Open Process



- Be organized
- Be thoughtful
- Allow plenty of time
- Share the load
- Communicate often
- Due May 22, 2020
- Follow-up by OCS will occur according to the level of quality demonstrated in the report submission.

Guidelines for CSAB RTO Decision-Making



Issue	<u>Minimum</u> Standard
Enrollment	75% of projected enrollment by June 1st
Facility	<ul style="list-style-type: none">• Substantial progress toward attaining Certificate of Occupancy for Educational Use 30 days before opening day• Valid comprehensive contingency plan in place 60 days before opening day
Budget	Valid budget reflecting break-even number by June 1st
RTO Progress Report	<u>All</u> evidence checklist categories rated as emerging or quality (<u>no</u> insufficient ratings)



New Charter School Leaders Institute



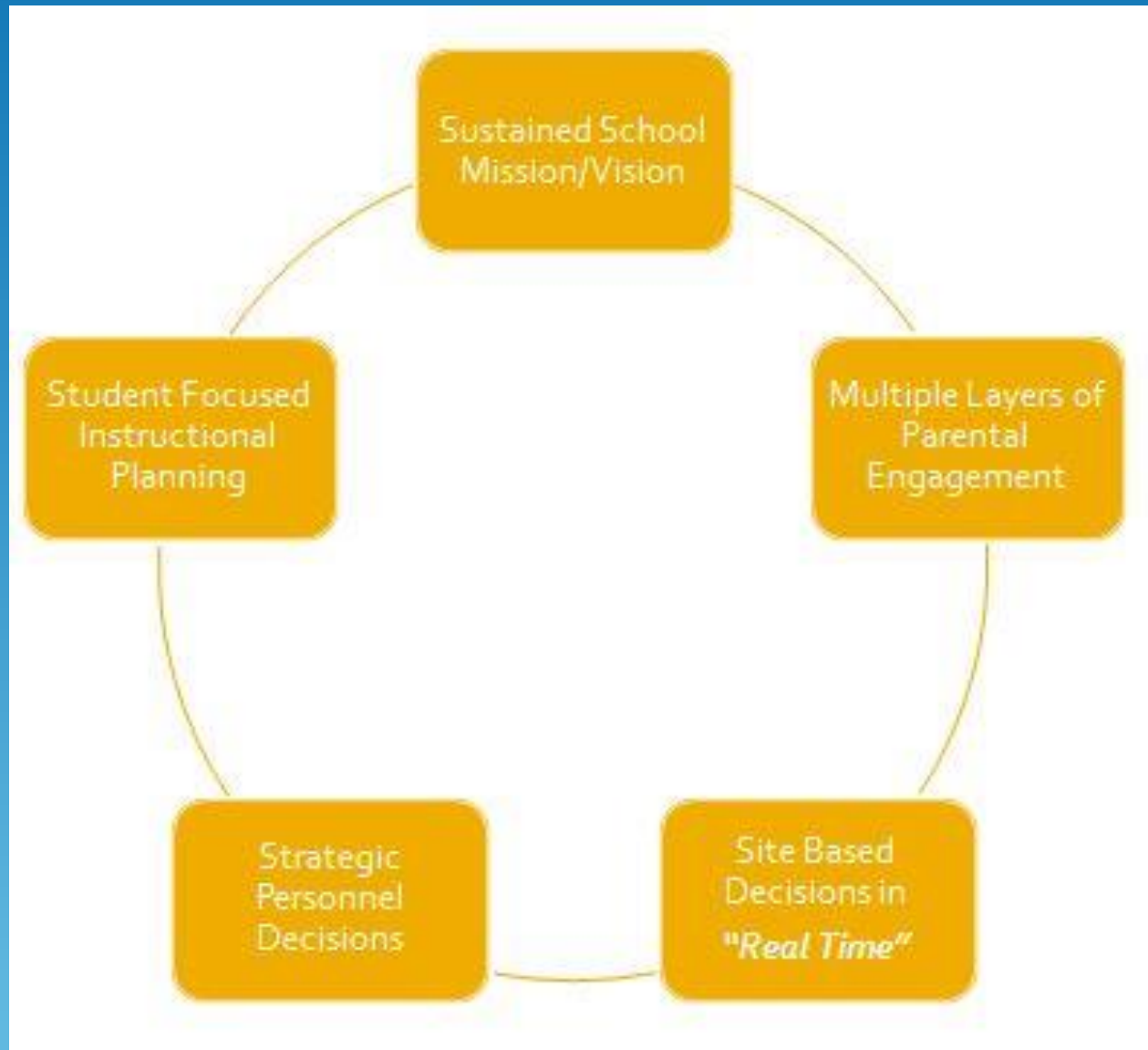
- June 9-10, 2020
- Department of Public Instruction
- Both the school leader and at least one board member are required to be in attendance for the full day BOTH days.



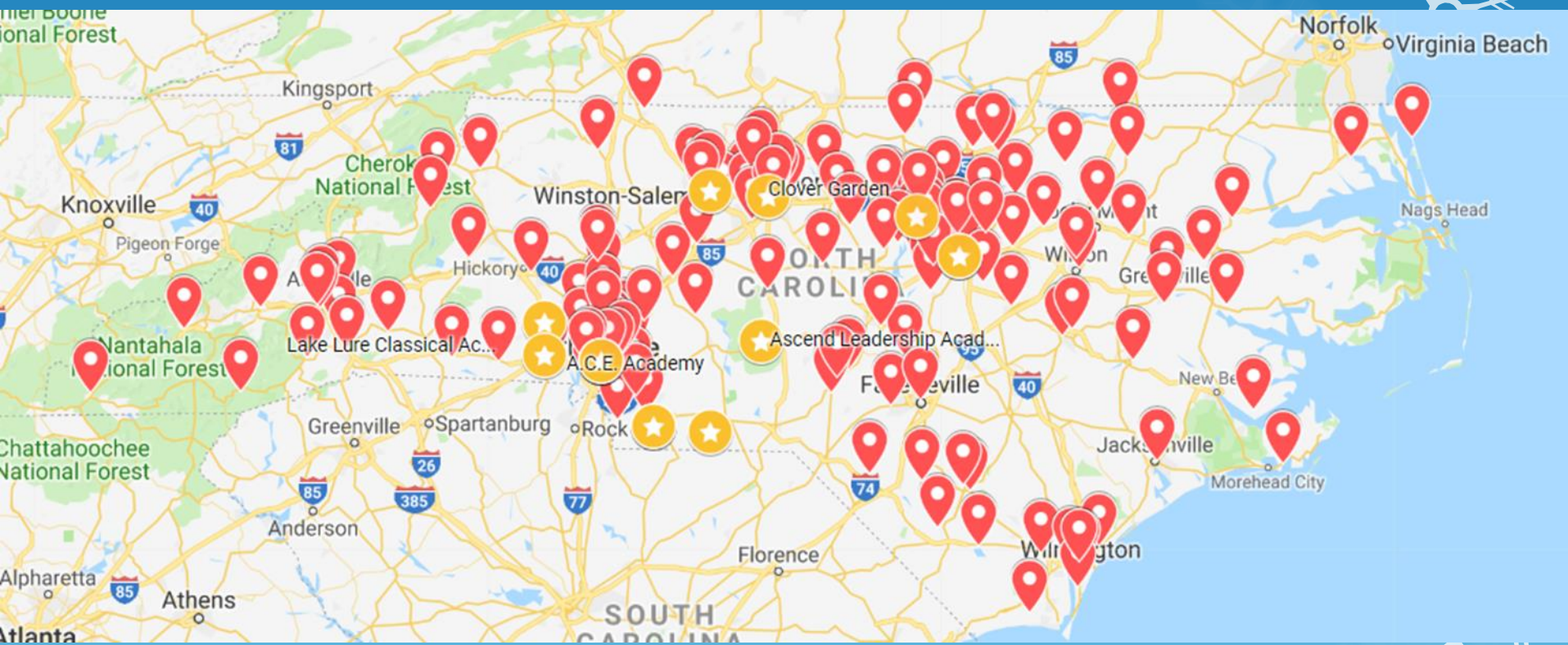
Other Important Dates:

Date	Item of Note
March 17, 2020	Enrollment Report #1 Due
April 21, 2020	Enrollment Report #2 Due
July 6, 2020	Enrollment Report #4 Due (+ Facility Update)
<i>Enrollment Report #3 will be due within the May RTO Progress Report.</i>	
May/June 2020	Charter Agreement due back to OCS
July 1, 2020	Charter Agreement Begins

Keys to Success



What is going to separate your school?



Any Questions?

